



USA

VisitTheUSA.com

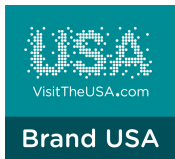
Brand USA



REQUEST FOR PROPOSAL

Global Media Planning & Buying

November 15, 2016



INTRODUCTION

Brand USA is a public-private not for profit organization created by the Travel Promotion Act of 2009. The mission of Brand USA is to generate increased international visitation to the United States and to grow its share of the global travel market. Brand USA will accomplish this via marketing campaigns and programs and partnerships with the travel industry. The incremental increase in international visitation will generate billions of dollars of revenue, which will in turn create new American jobs.

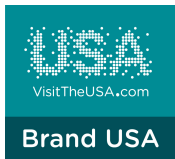
While the United States welcomed 60 million visitors in 2010, its share of the international travel market has decreased significantly over the past decade. The U.S. share of long haul international travel fell from 17.2 percent in 2000 to 12.4% percent in 2010. Brand USA, the U.S.'s National Tourism Marketing Organization will reinvigorate the nation's image and recapture its share of the market.

Brand USA delivers a dynamic marketing program that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selected its marketing tools and target audience after vigorous analysis of existing and original market research.

Brand USA is governed by an 11-member Board of Directors. Each director is appointed by the U.S. Secretary of Commerce. Each director represents a sector of the travel and tourism industry as identified by the Travel Promotion Act. The executive leadership team possesses strong expertise and experience in the travel, tourism, and advertising industries.

Brand USA is committed to including diverse firms as an important part of its sourcing and procurement activities. In furtherance and support of this goal, we encourage minority, women and locally-owned firms to pursue business opportunities with us. Minority and women-owned firms who otherwise meet the minimum requirements set forth in this Request for Proposal are encouraged to submit a Notice of Intent to Bid. In addition, Brand USA also seeks to do business with firms that also recognize the value of diversity and inclusion in the composition of their workforce and in their own contracting, subcontracting or teaming activities. We encourage such firms who meet the minimum bidding requirements (regardless of size or ownership) to also submit a Notice of Intent to Bid. Brand USA reserves the right to give weight or allocate bidding credit to diverse firms or those with a demonstrated commitment to inclusion as part of its evaluation process.





WHY DOES A COUNTRY AS POPULAR AS THE USA NEED A MARKETING PROGRAM?

Although the United States remains one of the world's most popular travel destinations, during the first decade of this century, while the global travel market was booming, the USA's share of international travelers declined 37 percent—from 17.2 percent in 2000 to 12.4 percent in 2010. The resulting impact on the U.S. economy was an annual loss of 467,000 jobs and \$606 billion in lost revenue. In addition to being seen as unwelcoming (resulting from increased security measures that came following 9/11) and too familiar, the United States was also one of the world's only industrialized nations without a national tourism board to attract international travelers to its shores in order to fuel the nation's economy by inspiring the world to visit the U.S.A.—to see it again, or for the first time.

With the strength of a national marketing effort from Brand USA now in place, the United States is working to regain its share of the global travel market. By welcoming more international visitors to the USA, Brand USA is supporting U.S. economic growth, helping to spur job creation, and creating a more positive impression of the United States around the world.

WHY IS INTERNATIONAL VISITATION SO IMPORTANT TO THE NATION'S ECONOMY?

International visitation helps local communities.

On average, overseas visitors spend nearly \$4,500 per trip and generate tax revenue in communities across America without burdening local services, such as public schools and fire departments. When international travelers spend this kind of money in our communities, it lessens the tax burden on U.S. citizens.

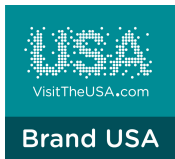
International visitation supports American jobs and economic growth.

When international visitors come to the U.S.A., the money they spend directly supports more than 1 million American jobs and added \$181 billion to the U.S. economy. (Source: US Travel Association and NTTO 2013 Data)

International visitation enhances the image of the United States worldwide.

Surveys show that international visitors to the United States are 74 percent more likely to have a favorable view of America and 61 percent more likely to support U.S. policies.





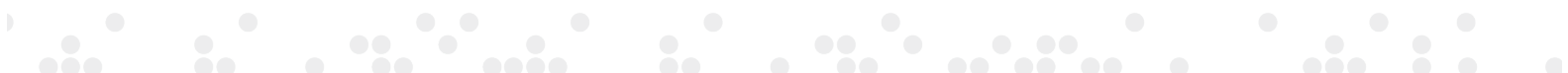
Who Pays for It?

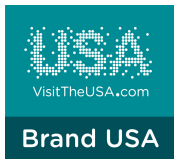
International visitors and private contributions fund the work of Brand USA—with half of Brand USA's budget generated by contributions from the private sector and matching funds provided by a \$10 fee paid by travelers from markets that are not required to have a visa to enter the United States. These markets are designated as visa-waiver countries. As a result, U.S. taxpayers contribute \$0 toward Brand USA's marketing efforts.

BRAND USA IS BUILDING ON SUCCESS

Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selects its marketing tools and target markets and travelers after vigorous analysis of existing and original market research.

In 2013, we were fully deployed (consumer, co-op, and trade marketing) in eight markets (Australia, Brazil, Canada, Germany, Mexico, Japan, South Korea, and the United Kingdom)—and delivered a 47:1 return on marketing investment, 1.1 million incremental visitors, \$3.4 billion in direct travel spending, and \$7.4 billion total spending—which supported 53,000 new jobs. In 2014, Brand USA expanded the consumer campaign to China and Taiwan, and in 2015 will be fully deployed in 14 international markets (Australia, Brazil, Canada, Chile, China, France, Germany, India, Japan, South Korea, Mexico, New Zealand, Taiwan, and the United Kingdom). Every 1 percent increase in travel from these markets fuels the nation's economy by generating 500,000 additional visitors and \$1 billion in international visitor spend a year.





PURPOSE

The purpose of this RFP is to identify the appropriate global media agency to provide planning and buying services in our target markets for consumer marketing and advertising communications.

SCOPE OF WORK

Brand USA seeks to maximize the efficiency, effectiveness, and innovation of its marketing efforts through the selection of a global media agency. It is our ultimate goal to achieve a 20:1 return, at minimum, on media spending in each market. Our campaigns will include both Brand USA stand-alone and cooperative (multi-brand) messaging. As such, it will be expected that the selected agency will work both with our in-market representatives and our Brand USA partners to develop integrated campaigns that will achieve the greatest reach. In addition, we also work directly with our partners through multi-channel programs; these programs may need management from a planning, buying and reporting perspective.

Media Planning and Buying

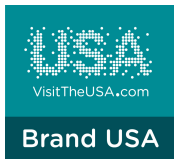
Brand USA is seeking an agency with rich experience providing strategic planning and execution for global media. The agency must be able to demonstrate a firm understanding of operational challenges as well as best practices for placing and running media in all channels in our designated markets listed below. Agency must have proven measurement strategies and tactics.

Required

- Traditional offline – defined as broadcast TV (open and paid), broadcast radio, Print and Out-of-Home media (both static and digital)
- Digital – defined as display/banner advertising, both static and animated, and Online Video
- Social – defined as all media/advertising, both paid and organic, across any interactive media channel. Must have a deep understanding of global channels and innovative methods to communicate directly with consumers

Preferred

- SEM – global search engine media planning and buying
- SEO – search optimization for our new VisitTheUSA and GoUSA websites



Reporting and Measurement

- KPI development – determining appropriate metrics based on our business goals and channel strategy
- Regular reporting on media performance against established campaign KPIs in each market
- Weekly digital optimization and reporting across all media (digital, social, SEM, etc.)
- Post-campaign analysis in coordination with creative agency
- On-going competitive analysis within the travel industry
- Experience in or knowledge of attribution measurement; connecting media spend to visitation is a plus

Ad Ops and Ad-Server Management

Brand USA uses Doubleclick Campaign Manager (DCM) for ad-serving. Agency must have proven experience and capabilities in DCM execution and management including, but not limited to:

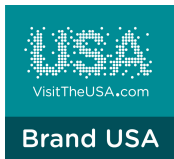
- Traffic campaigns
- Generate site tags
- Creative, tag, and site tag QA
- Troubleshooting

Market Allocation

For FY17, Brand USA is focusing on the following markets

- | | |
|-------------|------------------|
| ■ China | ■ Germany |
| ■ Mexico | ■ France |
| ■ Brazil | ■ Canada |
| ■ Japan | ■ United Kingdom |
| ■ India | ■ South Korea |
| ■ Australia | |

In addition to these markets, Brand USA has previously had presence in the following markets with trade, digital, and/or SEM. Consumer media campaigns may run in some or all of these markets beyond 2017. It is expected for the selected media agency to have knowledge and experience in these markets.



- Chile
- Colombia
- Sweden
- Italy
- Netherlands

Logistics & Coordination

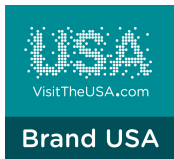
- Cross agency work – integration with creative, social, content and web agencies to build full campaigns
- Weekly status calls with global agencies and Brand USA
- Monthly budgeting and billing

Competitive

At least one comprehensive competitive analysis will be required during the time of contract. Traditionally, this analysis has included the performance of the top global spenders in the tourism industry (where, when and how much they spend) as well as our direct competitors in our current markets. The specific scope of this initiative can be determined once agency is selected. The expectation is that our media agency would work directly with our creative agency to provide an integrated analysis of media spend and messaging.

QUALIFICATIONS

- Global network to execute fully integrated campaigns in a most, if not all, of our markets
 - Specifically full capabilities in China, Brazil, and Mexico
- Strong negotiation capabilities and buying power
- Co-op marketing experience strongly preferred
 - Knowledge of in-kind and value-added funding preferred
- Strong recommendations from international consumer brands, preferably tourism and/or experiential
- Local perspective in our core markets, to include messaging restrictions and potential clearance issues
- Targeting expertise per market based on established consumer segmentation and media consumption habits



PROPOSAL FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

- Company history and background in global media planning and buying
- Case studies (minimum of three) with demonstrated results relevant to Brand USA (industry, geographic or scale similarity)
- Overview of technology and methodology used for media planning and buying
- Illustration of how the agency team and Brand USA team interacts as a part of the continuous planning, buying and improvement process
 - Include development, execution, optimization of plans with cross agency collaboration
- Reporting process proposed/example
- Overview of staffing plan that would work with Brand USA
- Fee structure (for current and incremental budget allocations)
- Minimum three references

BUDGET

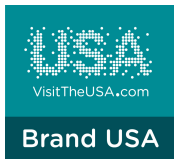
Proposer must submit an appropriate and realistic budget, outlining each of the duties described in the Scope of Work, including all services, planning fees, and commission structure.

MINIMUM REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques used in achieve these requirements. Proposals may be rejected if the minimum requirements are not met. All proposals wishing to clarification to this RFP must submit questions in writing to Brand USA no later than November 28th and sent via email to rfpadmin@thebrandusa.com.

Costs for developing proposals are entirely the responsibility of the proposer and will not be reimbursed by Brand USA.

- 1) Notice of Intent to Bid (Attachment 1) must be received by December 7, 2016 (due 5pm EDT)



The notice shall be sent by email to rfpadmin@thebrandusa.com at the Brand USA office. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

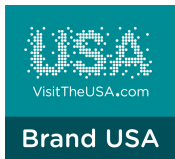
- 2) RFP responses must contain the following information:
 - a) Executive Summary
 - b) Services and Activities: Provide description of the nature of the organization's services and activities. Note when the business was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed
 - c) No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
 - d) Contract Manager/Team: Identify one individual on the proposer's account team who will manage the contract work. Identify the role of each member who will service the account. Current resumes must be attached for each person who would in any way be associated with this account
 - e) References: Provide at least three references
 - f) Budget
 - g) Timeline and/or Project Plan
- 3) Certification Form (Attachment 2): Must be signed and accompany all RFP Response submissions

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA.

Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposals that best meets the needs of Brand USA.

A. Proposal released	November 15, 2016
B. Written questions (due by 5pm EDT)	November 28, 2016
C. Written questions answered and posted to the Brand USA website	December 2, 2016
D. Notice of intent to bid due (due by 5pm EDT)	December 7, 2016
E. Proposal due (due by 5pm EDT)	December 21, 2016
F. Proposal evaluation by scoring committee	January 19, 2017
G. Notification and scheduling of finalist interviews/demos	January 27, 2017
H. Finalist interviews/demos	February 13-17, 2017
I. Interview/demo evaluation by scoring committee	February 21, 2017
J. Notice of intent to award contract and public posting	February 27, 2017



DELIVERY OF PROPOSAL

Each bidder is required to deliver 4 typed and collated copies of its proposal to Brand USA's office at the address listed below, no later than 5pm on December 21, 2016.

Proposals may be e-mailed to rfpadmin@thebrandusa.com or sent by courier such as Federal Express, UPS, etc. to:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

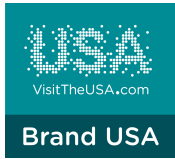
Washington, D.C. 20006

ATTN: RFP – Global Media Planning & Buying

Phone: 202.536.2060

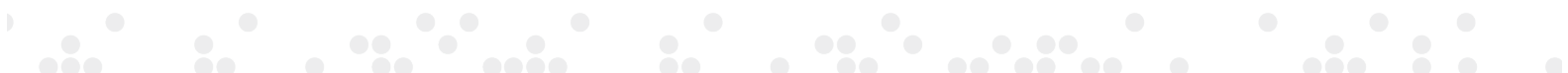
Email: rfpadmin@thebrandusa.com

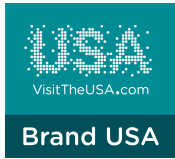




EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Information in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.





ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: December 7, 2016

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

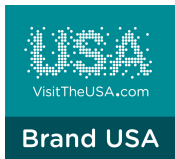
Washington, D.C. 20006

ATTN: RFP – Global Media Planning & Buying

Phone: 202.536.2060

Email: rfpadmin@thebrandusa.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

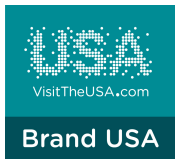
Official Contact Name

Email Address

Phone Number

Official Contact Title

Facsimile Number



_____ Street, City, State, Zip

ATTACHMENT 3
FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Global media planning and buying capabilities	30	
Reporting and optimization capabilities	20	
Ad ops and Ad Server Management	20	
Logistics and coordination	10	
Overall qualifications	10	
Cost effectiveness	10	
TOTAL POINTS	100	

